

INVOICE



wfsb.com

WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 Main: (860)728-3333
 Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WFSB	Heather Uttley	HRP-WASHING	National

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1320

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	493849	06306782

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Billing Address:

Mentzer Media Services, Inc.
 Attention: Accounts Payable
 600 Fairmount Avenue
 Suite 306
 Towson, MD 21204

Send Payment To:

WFSB
 BOX 13034
 Newark, NJ 07188-0034

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/12/12	Eyewitness News	6am - 6:30am	-TWTF--	:30	4	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -TWTF-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/09/12 6:14 AM Eyewitness News 6am - 6:30am :30 LMFS12TV29H \$1,200.00 NM 4 WFSB W 10/10/12 6:28 AM Eyewitness News 6am - 6:30am :30 LMFS12TV32H \$1,200.00 NM 2 WFSB Th 10/11/12 6:29 AM Eyewitness News 6am - 6:30am :30 LMFS12TV32H \$1,200.00 NM 3 WFSB F 10/12/12 6:11 AM Eyewitness News 6am - 6:30am :30 LMFS12TV33H \$1,200.00 NM									
2	10/09/12	10/12/12	CBS: THE EARLY SHOW	7am - 9am	-TWTF--	:30	8	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -TWTF-- 8 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/09/12 8:42 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV29H \$275.00 NM 5 WFSB Tu 10/09/12 8:54 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV29H \$275.00 NM 2 WFSB W 10/10/12 8:24 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV32H \$275.00 NM 6 WFSB W 10/10/12 9:00 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV29H \$275.00 NM 3 WFSB Th 10/11/12 7:59 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV32H \$275.00 NM 7 WFSB Th 10/11/12 8:25 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV29H \$275.00 NM 8 WFSB F 10/12/12 7:27 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV33H \$275.00 NM 4 WFSB F 10/12/12 8:37 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV32H \$275.00 NM									
3	10/09/12	10/12/12	Eyewitness News	12pm - 12:30PM	-T--F--	:30	8	\$750.00	NM
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We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.
 Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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BOX 13034
Newark, NJ 07188-0034

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We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

INVOICE



Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1320	

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We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

INVOICE



Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1320

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																											
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We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

INVOICE



Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1320

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																									
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We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

INVOICE



Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1320	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
21	10/14/12	10/14/12	7a-9a Sun Eyewitness Ne	7am-9am	-----S	:30	6	\$500.00	NM																																																																			
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22	10/14/12	10/14/12	Face the Nation/ Face the	10:30am - 11:30am	-----1	:30	1	\$400.00	NM																																																																			
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					Credited																																																																							
2	WFSB	Su	10/14/12		Patriots Football	1:00pm - 7:00pm	:00		\$3,000.00	NM																																																																		
					Credited																																																																							
24	10/14/12	10/14/12	60 Minutes	7pm - 8pm	-----S	:30	2	\$9,000.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>-----S</td><td>2</td><td>\$9,000.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>Su</td><td>10/14/12</td><td>8:01 PM</td><td>60 Minutes</td><td>7pm - 8pm</td><td>:30</td><td>LMFS12TV33H</td><td>\$9,000.00</td><td>NM</td></tr><tr><td>2</td><td>WFSB</td><td>Su</td><td>10/14/12</td><td>8:19 PM</td><td>60 Minutes</td><td>7pm - 8pm</td><td>:30</td><td>LMFS12TV32H</td><td>\$9,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	-----S	2	\$9,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	Su	10/14/12	8:01 PM	60 Minutes	7pm - 8pm	:30	LMFS12TV33H	\$9,000.00	NM	2	WFSB	Su	10/14/12	8:19 PM	60 Minutes	7pm - 8pm	:30	LMFS12TV32H	\$9,000.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	10/08/12	10/14/12	-----S	2	\$9,000.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WFSB	Su	10/14/12	8:01 PM	60 Minutes	7pm - 8pm	:30	LMFS12TV33H	\$9,000.00	NM																																																																		
2	WFSB	Su	10/14/12	8:19 PM	60 Minutes	7pm - 8pm	:30	LMFS12TV32H	\$9,000.00	NM																																																																		
25	10/14/12	10/14/12	The Good Wife	9pm - 10pm	-----S	:30	3	\$2,600.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>-----S</td><td>3</td><td>\$2,600.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>3</td><td>WFSB</td><td>Su</td><td>10/14/12</td><td></td><td>The Good Wife</td><td>9pm - 10pm</td><td>:00</td><td></td><td>\$2,600.00</td><td>NM</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td>Credited</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>1</td><td>WFSB</td><td>Su</td><td>10/14/12</td><td>10:04 PM</td><td>The Good Wife</td><td>9pm - 10pm</td><td>:30</td><td>LMFS12TV33H</td><td>\$2,600.00</td><td>NM</td></tr><tr><td>2</td><td>WFSB</td><td>Su</td><td>10/14/12</td><td>10:13 PM</td><td>The Good Wife</td><td>9pm - 10pm</td><td>:30</td><td>LMFS12TV32H</td><td>\$2,600.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	-----S	3	\$2,600.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	3	WFSB	Su	10/14/12		The Good Wife	9pm - 10pm	:00		\$2,600.00	NM						Credited						1	WFSB	Su	10/14/12	10:04 PM	The Good Wife	9pm - 10pm	:30	LMFS12TV33H	\$2,600.00	NM	2	WFSB	Su	10/14/12	10:13 PM	The Good Wife	9pm - 10pm	:30	LMFS12TV32H	\$2,600.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	10/08/12	10/14/12	-----S	3	\$2,600.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
3	WFSB	Su	10/14/12		The Good Wife	9pm - 10pm	:00		\$2,600.00	NM																																																																		
					Credited																																																																							
1	WFSB	Su	10/14/12	10:04 PM	The Good Wife	9pm - 10pm	:30	LMFS12TV33H	\$2,600.00	NM																																																																		
2	WFSB	Su	10/14/12	10:13 PM	The Good Wife	9pm - 10pm	:30	LMFS12TV32H	\$2,600.00	NM																																																																		
26	10/14/12	10/14/12	The Mentalist	10pm - 11pm	-----2	:30	2	\$1,600.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/08/12</td><td>10/14/12</td><td>-----2</td><td>2</td><td>\$1,600.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>Su</td><td>10/14/12</td><td>10:59 PM</td><td>The Mentalist</td><td>10pm - 11pm</td><td>:30</td><td>LMFS12TV33H</td><td>\$1,600.00</td><td>NM</td></tr><tr><td>2</td><td>WFSB</td><td>Su</td><td>10/14/12</td><td>11:09 PM</td><td>The Mentalist</td><td>10pm - 11pm</td><td>:30</td><td>LMFS12TV32H</td><td>\$1,600.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/08/12	10/14/12	-----2	2	\$1,600.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	Su	10/14/12	10:59 PM	The Mentalist	10pm - 11pm	:30	LMFS12TV33H	\$1,600.00	NM	2	WFSB	Su	10/14/12	11:09 PM	The Mentalist	10pm - 11pm	:30	LMFS12TV32H	\$1,600.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	10/08/12	10/14/12	-----2	2	\$1,600.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WFSB	Su	10/14/12	10:59 PM	The Mentalist	10pm - 11pm	:30	LMFS12TV33H	\$1,600.00	NM																																																																		
2	WFSB	Su	10/14/12	11:09 PM	The Mentalist	10pm - 11pm	:30	LMFS12TV32H	\$1,600.00	NM																																																																		
27	10/15/12	10/15/12	Eyewitness News	6am - 6:30am	M-----	:30	2	\$1,200.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/15/12</td><td>10/21/12</td><td>M-----</td><td>2</td><td>\$1,200.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>10/15/12</td><td>6:10 AM</td><td>Eyewitness News</td><td>6am - 6:30am</td><td>:30</td><td>LMFS12TV33H</td><td>\$1,200.00</td><td>NM</td></tr><tr><td>2</td><td>WFSB</td><td>M</td><td>10/15/12</td><td>6:30 AM</td><td>Eyewitness News</td><td>6am - 6:30am</td><td>:30</td><td>LMFS12TV32H</td><td>\$1,200.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/15/12	10/21/12	M-----	2	\$1,200.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	10/15/12	6:10 AM	Eyewitness News	6am - 6:30am	:30	LMFS12TV33H	\$1,200.00	NM	2	WFSB	M	10/15/12	6:30 AM	Eyewitness News	6am - 6:30am	:30	LMFS12TV32H	\$1,200.00	NM																						
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	10/15/12	10/21/12	M-----	2	\$1,200.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WFSB	M	10/15/12	6:10 AM	Eyewitness News	6am - 6:30am	:30	LMFS12TV33H	\$1,200.00	NM																																																																		
2	WFSB	M	10/15/12	6:30 AM	Eyewitness News	6am - 6:30am	:30	LMFS12TV32H	\$1,200.00	NM																																																																		
28	10/15/12	10/15/12	CBS: THE EARLY SHOW	7am - 9am	M-----	:30	2	\$300.00	NM																																																																			

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INVOICE



Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1320	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
28	10/15/12	10/15/12	CBS: THE EARLY SHOW	7am - 9am	M-----	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 8:11 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV33H \$300.00 NM 2 WFSB M 10/15/12 8:24 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV32H \$300.00 NM									
29	10/15/12	10/15/12	Eyewitness News	12pm - 12:30PM	M-----	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 12:12 PM Eyewitness News 12pm - 12:30PM :30 LMFS12TV33H \$750.00 NM 2 WFSB M 10/15/12 12:26 PM Eyewitness News 12pm - 12:30PM :30 LMFS12TV32H \$750.00 NM									
30	10/15/12	10/15/12	4p-5p Dr. Oz	4pm-5pm	M-----	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/15/12 4:21 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV33H \$400.00 NM 1 WFSB M 10/15/12 4:54 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV32H \$400.00 NM									
31	10/15/12	10/15/12	Eyewitness News	5pm - 5:30pm	M-----	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 5:12 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV33H \$1,800.00 NM 2 WFSB M 10/15/12 5:20 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV32H \$1,800.00 NM									
32	10/15/12	10/15/12	Eyewitness News	5:30pm - 6pm	M-----	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/15/12 5:38 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV33H \$1,800.00 NM 1 WFSB M 10/15/12 5:56 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV32H \$1,800.00 NM									
33	10/15/12	10/15/12	Eyewitness News	6pm - 6:30pm	M-----	:30	2	\$2,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$2,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/15/12 6:13 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV33H \$2,100.00 NM 1 WFSB M 10/15/12 6:22 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV32H \$2,100.00 NM									
34	10/15/12	10/15/12	Inside Edition	7pm - 7:30pm	M-----	:30	2	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 7:21 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV33H \$725.00 NM 2 WFSB M 10/15/12 7:28 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV32H \$725.00 NM									
35	10/15/12	10/15/12	Entertainment Tonight	7:30pm - 8pm	M-----	:30	2	\$725.00	NM

MTWTFSS

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INVOICE



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WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1320

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
35	10/15/12	10/15/12	Entertainment Tonight	7:30pm - 8pm	M-----	:30	2	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/15/12 7:55 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS12TV33H \$725.00 NM 1 WFSB M 10/15/12 7:58 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS12TV32H \$725.00 NM									
36	10/15/12	10/15/12	Eyewitness News	5am - 5:30am	1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 5:20 AM Eyewitness News 5am - 5:30am :30 LMFS12TV33H \$500.00 NM									
37	10/15/12	10/15/12	Eyewitness News	5:30a - 6am	M-----	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/15/12 5:38 AM Eyewitness News 5:30a - 6am :30 LMFS12TV33H \$800.00 NM 1 WFSB M 10/15/12 5:44 AM Eyewitness News 5:30a - 6am :30 LMFS12TV32H \$800.00 NM									
38	10/15/12	10/15/12	Eyewitness News	11PM - 11:35PM	M-----	:30	2	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$1,900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/15/12 11:13 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV32H \$1,900.00 NM 1 WFSB M 10/15/12 11:27 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV33H \$1,900.00 NM									
39	10/15/12	10/15/12	Hawaii 5-0	10pm - 11pm	M-----	:30	3	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 3 \$2,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 Hawaii 5-0 10pm - 11pm :00 \$2,200.00 NM Credited 3 WFSB M 10/15/12 10:36 PM Hawaii 5-0 10pm - 11pm :30 LMFS12TV32H \$2,200.00 NM 2 WFSB M 10/15/12 10:49 PM Hawaii 5-0 10pm - 11pm :30 LMFS12TV33H \$2,200.00 NM									
40	10/09/12	10/12/12	Eyewitness News	6:30am - 7am	-TWTF--	:30	4	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -TWTF-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 10/09/12 6:39 AM Eyewitness News 6:30am - 7am :30 LMFS12TV29H \$1,200.00 NM 1 WFSB W 10/10/12 6:40 AM Eyewitness News 6:30am - 7am :30 LMFS12TV29H \$1,200.00 NM 4 WFSB Th 10/11/12 6:58 AM Eyewitness News 6:30am - 7am :30 LMFS12TV29H \$1,200.00 NM 3 WFSB F 10/12/12 6:45 AM Eyewitness News 6:30am - 7am :30 LMFS12TV32H \$1,200.00 NM									
41	10/09/12	10/09/12	T 9-10p Prime	9pm - 10pm	-1-----	:30	1	\$7,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1----- 1 \$7,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/09/12 9:35 PM T 9-10p Prime 9pm - 10pm :30 LMFS12TV29H \$7,000.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1320

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
42	10/10/12	10/10/12	W 8-9p Prime	8pm - 9pm	--2----	:30	2	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --2---- 2 \$2,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 10/10/12 7:58 PM W 8-9p Prime 8pm - 9pm :30 LMFS12TV32H \$2,200.00 NM 2 WFSB W 10/10/12 8:29 PM W 8-9p Prime 8pm - 9pm :30 LMFS12TV29H \$2,200.00 NM									
43	10/10/12	10/10/12	W 9-10p Prime	9pm - 10pm	--2----	:30	2	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --2---- 2 \$2,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 10/10/12 9:34 PM W 9-10p Prime 9pm - 10pm :30 LMFS12TV32H \$2,200.00 NM 2 WFSB W 10/10/12 9:45 PM W 9-10p Prime 9pm - 10pm :30 LMFS12TV29H \$2,200.00 NM									
44	10/12/12	10/12/12	F 8-9p Prime	8pm - 9pm	----2--	:30	2	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----2-- 2 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB F 10/12/12 8:32 PM F 8-9p Prime 8pm - 9pm :30 LMFS12TV32H \$5,000.00 NM 1 WFSB F 10/12/12 8:46 PM F 8-9p Prime 8pm - 9pm :30 LMFS12TV33H \$5,000.00 NM									
45	10/12/12	10/12/12	F 9-10p Prime	9pm - 10pm	----2--	:30	2	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----2-- 2 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB F 10/12/12 9:35 PM F 9-10p Prime 9pm - 10pm :30 LMFS12TV32H \$5,000.00 NM 1 WFSB F 10/12/12 9:47 PM F 9-10p Prime 9pm - 10pm :30 LMFS12TV33H \$5,000.00 NM									
46	10/14/12	10/14/12	Patriots Football	1:00pm - 7:00pm	-----4	:30	4	\$6,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----4 4 \$6,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/14/12 3:58 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV33H \$6,500.00 NM 4 WFSB Su 10/14/12 5:42 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV32H \$6,500.00 NM 3 WFSB Su 10/14/12 6:23 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV33H \$6,500.00 NM 2 WFSB Su 10/14/12 7:21 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV32H \$6,500.00 NM									
47	10/15/12	10/15/12	Eyewitness News	6:30am - 7am	2-----	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 2----- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/15/12 6:44 AM Eyewitness News 6:30am - 7am :30 LMFS12TV33H \$1,200.00 NM 1 WFSB M 10/15/12 6:58 AM Eyewitness News 6:30am - 7am :30 LMFS12TV32H \$1,200.00 NM									
48	10/15/12	10/15/12	M 8-9p Prime	8pm - 9pm	2-----	:30	2	\$2,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 2----- 2 \$2,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 8:23 PM M 8-9p Prime 8pm - 9pm :30 LMFS12TV33H \$2,600.00 NM 2 WFSB M 10/15/12 8:46 PM M 8-9p Prime 8pm - 9pm :30 LMFS12TV32H \$2,600.00 NM									

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INVOICE



Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1320	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
49	10/12/12	10/12/12	ET Late Night	12:38am-1:08am	----F--	:30	3	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----F-- 3 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB F 10/12/12 12:47 AM ET Late Night 12:38am-1:08am :30 LMFS12TV33H \$100.00 NM 2 WFSB F 10/12/12 12:54 AM ET Late Night 12:38am-1:08am :30 LMFS12TV32H \$100.00 NM 1 WFSB F 10/12/12 1:05 AM ET Late Night 12:38am-1:08am :30 LMFS12TV33H \$100.00 NM									
50	10/13/12	10/13/12	NCAA Football Reg. Seas	11:00am - 7:00pm	-----S-	:30	8	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 8 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WFSB Sa 10/13/12 2:59 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV33H \$150.00 NM 1 WFSB Sa 10/13/12 3:29 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV32H \$150.00 NM 2 WFSB Sa 10/13/12 4:24 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV33H \$150.00 NM 8 WFSB Sa 10/13/12 4:37 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV32H \$150.00 NM 7 WFSB Sa 10/13/12 5:48 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV33H \$150.00 NM 6 WFSB Sa 10/13/12 6:32 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV32H \$150.00 NM 4 WFSB Sa 10/13/12 7:22 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV33H \$150.00 NM 3 WFSB Sa 10/13/12 7:29 PM NCAA Football Reg. Season 11:00am - 7:00pm :30 LMFS12TV32H \$150.00 NM									
51	10/13/12	10/13/12	Ent. Tonight Wknd	7:00pm - 8:00pm	-----S-	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 3 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/13/12 Ent. Tonight Wknd 7:00pm - 8:00pm :00 \$250.00 NM Credited 2 WFSB Sa 10/13/12 7:36 PM Ent. Tonight Wknd 7:00pm - 8:00pm :30 LMFS12TV32H \$250.00 NM 3 WFSB Sa 10/13/12 7:54 PM Ent. Tonight Wknd 7:00pm - 8:00pm :30 LMFS12TV33H \$250.00 NM									
52	10/13/12	10/13/12	SA 8-9p Prime	8pm - 9pm	-----S-	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Sa 10/13/12 7:59 PM SA 8-9p Prime 8pm - 9pm :30 LMFS12TV32H \$900.00 NM 1 WFSB Sa 10/13/12 8:32 PM SA 8-9p Prime 8pm - 9pm :30 LMFS12TV33H \$900.00 NM									
53	10/13/12	10/13/12	SA 9-10p Prime	9pm - 10pm	-----S-	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Sa 10/13/12 8:58 PM SA 9-10p Prime 9pm - 10pm :30 LMFS12TV32H \$900.00 NM 1 WFSB Sa 10/13/12 9:34 PM SA 9-10p Prime 9pm - 10pm :30 LMFS12TV33H \$900.00 NM									
54	10/13/12	10/13/12	SA 10-11p Prime	10pm - 11pm	-----S-	:30	3	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 3 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB Sa 10/13/12 9:58 PM SA 10-11p Prime 10pm - 11pm :30 LMFS12TV32H \$900.00 NM 2 WFSB Sa 10/13/12 10:29 PM SA 10-11p Prime 10pm - 11pm :30 LMFS12TV33H \$900.00 NM 1 WFSB Sa 10/13/12 10:42 PM SA 10-11p Prime 10pm - 11pm :30 LMFS12TV32H \$900.00 NM									

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INVOICE

Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493849-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1320

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
54	10/13/12	10/13/12	SA 10-11p Prime	10pm - 11pm	-----S-	:30	3	\$900.00	NM
55	10/14/12	10/14/12	Amazing Race	8pm - 9pm	-----S	:30	2	\$2,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 2 \$2,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/14/12 9:02 PM Amazing Race 8pm - 9pm :30 LMFS12TV33H \$2,600.00 NM 2 WFSB Su 10/14/12 9:12 PM Amazing Race 8pm - 9pm :30 LMFS12TV32H \$2,600.00 NM									
56	10/15/12	10/15/12	2 Broke Girls/Mike Molly	9pm - 10pm	M-----	:30	1	\$3,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$3,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 9:48 PM 2 Broke Girls/Mike Molly 9pm - 10pm :30 LMFS12TV33H \$3,100.00 NM									
57	10/15/12	10/15/12	Eyewitness News	5:30a - 6am	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/15/12 5:29 AM Eyewitness News 5:30a - 6am :30 LMFS12TV32H \$800.00 NM									
Total Spots							194		

Payment Terms Net 30 Days

<u>Gross Total</u>	\$272,200.00
<u>Agency Commission</u>	\$40,830.00
<u>Net Amount Due</u>	\$231,370.00

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